

IN THE CLAIMS

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22. (canceled)
23. (new) A plastic, metal or glass container having a polymer label, a hydrophilic layer and a dried water based adhesive which affixes said polymer label to said container.
24. (new) A plastic, metal or glass container having a polymer label as defined in claim 23 comprising a polymer selected from the group consisting of the group consisting of polypropylene, polyethylene, polyester, polystyrene and polycarbonate.
25. (new) A plastic, metal or glass container having a polymer label as defined in claim 24 wherein the polymer is

polypropylene.

26. (new) A plastic, metal or glass container having a polymer label as defined in claim 24 wherein the polymer is polyethylene.

27. (new) A glass, plastic or metal container having a polymer label comprising a polymeric film and a dried hydrophilic layer which was remoistened prior to application to said container.

28. (new) A glass, plastic or metal container having a polymer label as defined in claim 27 wherein said polymeric film has a hydrophilic layer which comprises a polyacrylate.

29. (new) A glass, plastic or metal container having a polymer label as defined in claim 28 wherein the dried water based hydrophilic layer contains a catalyst.

30. (new) A glass, plastic or metal container as defined in claim 29 wherein a crosslinked reactive catalyst which is crosslinkable with the hydrophilic layer.

31. (new) A glass, plastic or metal container as defined in claim 27 wherein the hydrophilic layer is a coated, coextruded or extruded layer.

32. (new) A glass, plastic or metal container as defined in claim 29 wherein the hydrophilic layer is a coextruded layer.

33. (new) A glass, plastic or metal container as defined in claim 29 wherein the hydrophilic layer is an extruded layer.

34. (new) A glass, plastic or metal container as defined in claim 29 where the hydrophilic layer is a coated layer.

35. (new) A glass, plastic or metal container as defined in claim

23 wherein the adhesive has 100% coverage on the label.

36. (new) A glass, plastic or metal container as defined in claim 23 wherein less adhesive is applied than is normally applied to a paper label.

37. (new) A glass, plastic or metal container as defined in claim 23 wherein the polymeric label is a mono-layer or coextruded film selected from white polypropylene.

38. (new) A glass, plastic or metal container as defined in claim 23 wherein the polymeric label includes a reverse printed clear polymeric film which is laminated to the polymeric label surface.

39. (new) A glass, plastic or metal container as defined in claim 23 wherein an adhesion promoting tie layer or primer is used to promote adhesion of the hydrophilic layer to the polymer label.

40. (new) A glass, plastic or metal container as defined in claim 23 wherein an adhesion promoting layer is used on the print surface on the polymer label to promote indicia adhesion.

41. (new) A glass, plastic or metal container as defined in claim 23 wherein a protective coating over the surface of the printed indicia is formulated with slip aids and/or anti-static agents to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

42. (new) A glass, plastic or metal container as defined in claim 23 wherein a protective coating over the surface of the printed indicia is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

43. (new) A glass, plastic or metal container as defined in

claim 23 wherein a protective coating over the surface of the exposed polymer layer is formulated with slip aids and/or anti-static agents known to those in the art to control the coefficient of friction and static properties between the hydrophilic layer and protective coating for optimum high speed application.

44. (new) A glass, plastic or metal container as defined in claim 23 wherein a protective coating over the surface of the exposed polymer layer is formulated with anti-block and/or anti-stick aids to control the blocking tendency of the moisture activated hydrophilic layer for optimum high speed application.

45. (new) A glass, plastic or metal container as defined in claim 23 wherein the hydrophilic layer is formulated with humectants for curl control and/or anti-block aids to control the layflat and blocking properties of the label for optimum high speed application.

46. (new) A glass, plastic or metal container as defined in claim 23 wherein the aqueous label adhesive consists essentially of starch, casein, synthetic polymer or blends of starch, casein or synthetic polymers.

47. (new) A glass, plastic or metal container as defined in claim 28 wherein the hydrophilic layer is a derivative of polyacrylic acid or polyacrylic acid copolymer.

48. (new) A glass, plastic or metal container or surface having as defined in claim 29 wherein the polymer is polypropylene.

49. (new) A method for fastening a polymeric label from roll sheet stock that is cut by machine to label size, to a glass, plastic or metal container or to a glass, metal or plastic surface in post mold labeling operations using wet applied water based labeling equipment used for the application of paper labels and a water based adhesive composition, said method comprising:

- (a) applying a layer of a hydrophilic solid material to said polymeric label to form a hydrophilic layer on said polymeric label and thereafter drying said hydrophilic layer;
- (b) applying water to said hydrophilic layer to form a fastenable polymeric label;
- (c) fastening said fastenable polymeric label to a glass, plastic or metal container using wet applied water based labeling equipment used for the application of paper labels; and
- (d) allowing said polymeric label to dry on said glass, plastic or metal container.

50.(new) A method as defined in claim 49 wherein the water contains a cross-linker.